

## GlobalRanger Holdings LTD: Multilingual En Primeur Online Trading System

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The following is an extract from their Business Plan:

### Executive Summary

As analyzed by some reputable investment banks, the China wine market was getting started in 2008 by nearly doubling the imports volume, despite of the global financial crisis, and many Chinese investors want to buy the grand wines from the Grand Crus (First Growths) in Bordeaux via En Primeur, or otherwise second hand from reputable wine merchants so as to find other ways of investment.



Originally dominated by the

British, Hong Kong and American investors, En Primeur (Wine Futures) is a method of purchasing wines while a vintage is still in a barrel, offering the purchasers the opportunity to invest in a particular wine before it is bottled. With the rapid economic development in the emerging economies like China, India, Russia, and Brazil, many investors in these countries are now new-comers to the En Primeur market. The offering of the En Primeur wines for sales nowadays, however, is basically through the traditional ways between and by the wine merchants and relatively narrow. To diversify the ways of trading, a multilingual En Primeur trading system ("the Project") is proposed to provide new channel for trading the En Primeur wines.

The Multilingual En Primeur Online Trading System will mainly offer the functioning platforms of transaction and auction to the current En Primeur wines holders (such as many wine merchants and collectors in the Great Britain), the French first growths and many other world-class wineries, and the buyers, including the new-comers. At the same time, we plan to offer the data, indices and reports service to the investors, and the third parties such as the new agencies, investment guidance related journalism, etc. Apart from the two segments of business, we are also planning to provide the international business consulting, storage, and freight forwarding service to the investors from the emerging markets, China in particular.

The Project will be a combination of international business practice and e-commerce. Both online system and on/off-line service (such as call center, and cargo arrangement, etc) will be offered for the convenience of the clients. Business will be conducted from triple bases, namely, UK, France, and China.

Revenue will be generated by the membership fee, transaction and auction commission, data and indices subscription fee, and consulting service charges.

Funding from management team and government aid (which adds up to approximately CNY xx million) excluded, an investment of CNY xy million is sought. We intend to claim a 30% equity with our own funding and business/IT/Management know-know in the Project, with the cash or cash equivalent input of CNY xz million from the investors taking the rest 70%. The additional CNY x million will be treated as loans which is repayable at an annual interest rate up to 6.5%.

After the first year in which online trading system R&D, online testing, free membership trial, and real trading will be carried out, and a negative cash flow will be envisioned, we could expect positive cash flow in the second year with our marketing campaign which starts from the system R&D stage, our professional expertise, our cross-culture education and business practice, and our relatively deeper understanding of the emerging markets. The repayment of the CNY x million loans can take place in the 4<sup>th</sup> year upon the launch of the Project. Profits can be distributed from the 4<sup>th</sup> year. Possible exit strategies for the investors include transfer of equity, management buy-out (MBO), or initial public offering (IPO) later.

In summary, with the rising demand from the emerging markets, China in particular, the proposed Multilingual En Primeur Online Trading System will become a very attractive platform to both the sellers and buyers of En Primeur. This will further reinforce the business ties between the British and Chinese businesses, and reinforce the leading positions of the European wine merchants in the world's wine market, while providing new ways of investment for the Chinese investors and those from other emerging markets.

Should you be interested in further details, wish to become involved with or contact this venture please send an email titled "**Contact GlobalRanger Holdings LTD**" to [jobs@em-a.eu](mailto:jobs@em-a.eu).